

# JUST THE FACTS

## THE TRUTH ABOUT PROPOSED TV STANDARDS

### Why Standards?

There are 35 million TVs in California today and we add an additional 4 million TVs every year.

Electricity consumption by televisions has been growing at 8 percent per year and continues to grow. TVs now use 10 percent of a home's electricity.

### The Proposal

The California Energy Commission is proposing energy efficiency standards for new televisions sold **two years from now**, beginning in 2011.

These new models would offer the same or better picture and performance while improving the energy efficiency of the television with **no additional cost to the consumer**. This standard is technology neutral.

Consumers will always have the freedom to buy any size or style TV they like.

### What will the Proposal Accomplish?

If approved, the energy efficiency standards will:

- Save consumers money in their electricity bills – between \$50-250 per television over the life of the TV.
- Conserve energy and protect the environment by avoiding the need to build additional power plants.
- Achieve these goals now with currently available technology at **no additional consumer cost**.

### How Does This Affect You?

This proposed standard doesn't affect the television in your home or the TVs on retail store shelves today.

The proposal only affects new TVs sold **in 2011 and beyond**. Stores will not be prohibited from selling their existing stock of older televisions after the standards go into effect.

## Myths About Job and Tax Losses

A high-powered industry lobbying group claims that because a percentage of current TV models would not meet the standards that member sales will fall by the same amount, with resulting job losses and decreased sales tax revenue. This is simply not true.

Consumers will still purchase TVs and will have hundreds of models to choose from in addition to the hundreds more manufacturers will introduce over the next two years. A recent study showed consumers overwhelmingly demand efficient TVs. New energy efficient models will take the place of noncompliant TVs offering the same or better picture and performance. Innovation drives the market. Manufacturers continuously improve their products, especially in consumer-driven markets like televisions.

## Industry Responds Well to Standards

These regulations mirror the regulations enacted in 1978 for refrigerator standards. At the time, that industry mistakenly believed that energy efficiency regulations were unattainable and unnecessary. Today, California consumers have more refrigerator choices than ever. Refrigerators are larger and have more convenient features than models 30 years ago, **yet they only use one-fourth the energy**. Appliance industry jobs are still intact.

## For More Information

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or visit our site at:

[www.energy.ca.gov/appliances/tv\\_faqs.html](http://www.energy.ca.gov/appliances/tv_faqs.html)

## What is the California Energy Commission?

The California Energy Commission has a more than 30-year track record of protecting consumers with cost-effective energy efficiency standards, saving California families \$56 billion over that time.

California is the most energy efficient state in the nation. California's per capita electricity consumption has remained flat for the last 30 years – compared to the rest of the nation which has grown 50 percent – due in large part to appliance and building standards.

## Energy Efficient TVs are Already on Shelves

There are 848 TV models on the market today that meet the 2011 standard and cost no more than less efficient sets. The standard would insure that consumers always benefit from current energy efficient technologies.

## How Much Energy Can This Proposal Save?

After the existing stock of televisions is replaced, these proposed standards will save a total of 6,515 gigawatt hours (enough to power 864,000 single family homes for an entire year).